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THE BULLETIN OF THE

THE USE OF THE MUSEUM

Readers of the Bulletin will no doubt be interested to learn that the attendance from June 7, 1916, when the building opened, to April 30, 1917, totaled 334,791, with the following averages:

| | |
|---------------------------------------|---------|
| Average attendance per day | 1,220 |
| Average attendance per Sunday (free) | 4,174 |
| Average attendance per Holiday (free) | 1,668 |
| Average attendance for all free days | 2,082 |
| Average attendance for all pay days | 143 |
| Total number of free admissions | 326,947 |
| Total number of paid admissions | 7,844 |
| Total number of all admissions | 334,791 |

These figures in themselves might indicate little beyond a certain curiosity on the part of Cleveland people to see their new Museum. But interpreted through an analysis of the people who attend, of those who come frequently, and of the use of the Museum by the schools, the figures represent a most important showing. They give convincing evidence of the fact that to a large number of citizens the Museum has opened the door to a new field of enjoyment and benefit. No great effort has been made to advertise the Museum and its activities. In fact, the work of the Museum has received far less publicity than is the case with many museums in much smaller cities. This is due partly to the fact that it seemed wise not to force public interest, partly to the pressure of other work which has prevented the staff from looking actively after a publicity campaign, and still more largely perhaps, to the fact that the unusual conditions existing ever since the Museum opened has made it difficult to interest the papers with anything so unimportant to the general public as matters of beauty and taste are believed to be by many managing editors.

We have not compared these figures with the attendance records of similar periods in other museums, but they must show in comparison a favorable indication as to the place the Museum has made in the community; and it is confidently believed that the total attendance for the first year will be still more gratifying to those who have at heart the desire that the Museum should reach all kinds of people and bring into the lives of rich and poor alike a new source of recreational enjoyment, which is at once stimulating and helpful.